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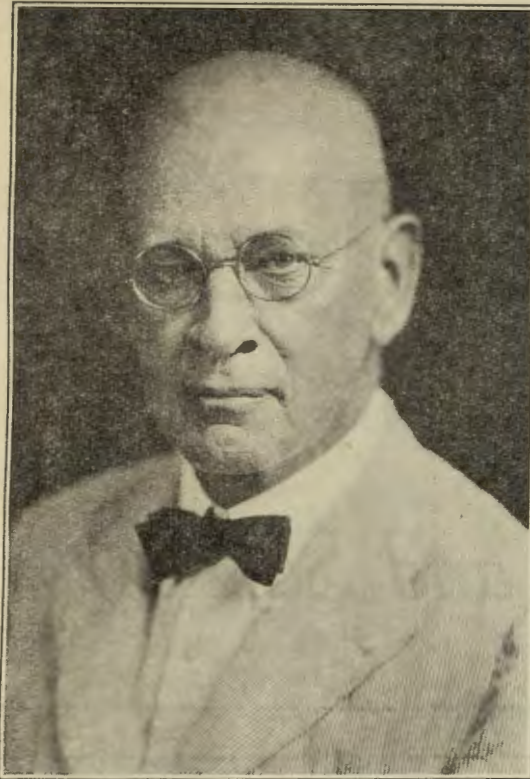
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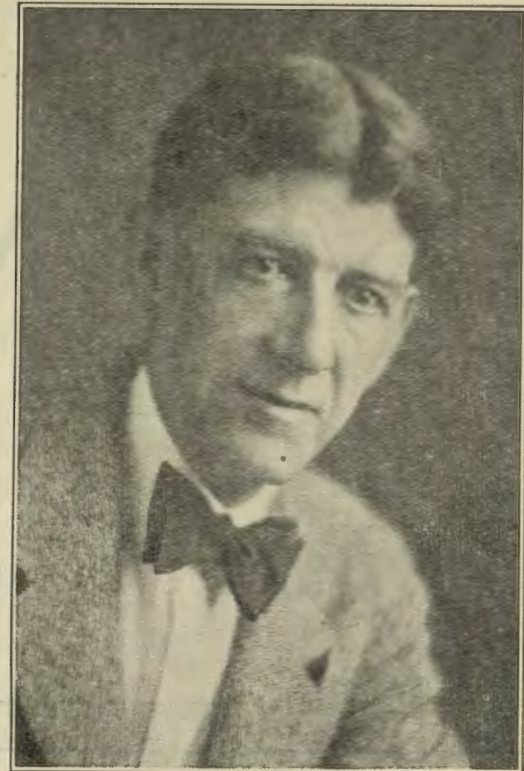
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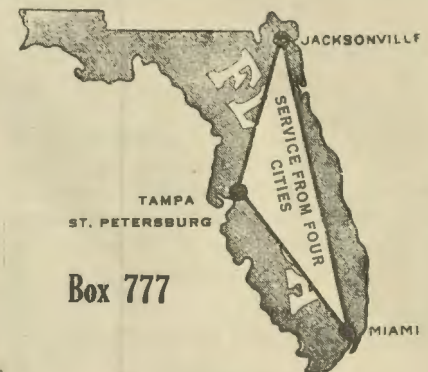
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BIBLE REFERENCE

*"And they took counsel, and bought with them
(the 30 pieces of silver) the Potter's field to
bury strangers in."* Matt. 27-7

The money paid to Judas for the betrayal of Christ was used by the high priests in buying a Potter's field for the poor or friendless.

Myrtle Hill Cemetery is built with the idea that there are none so poor but they can provide a suitable burial place on monthly payments, and none so rich but they should do so as a matter of protection.

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April 10, 1865

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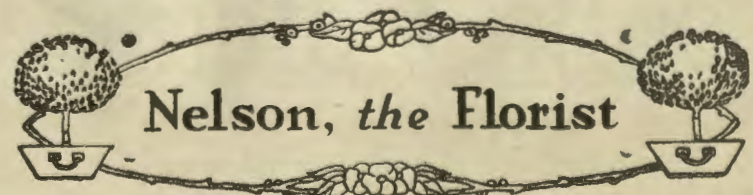
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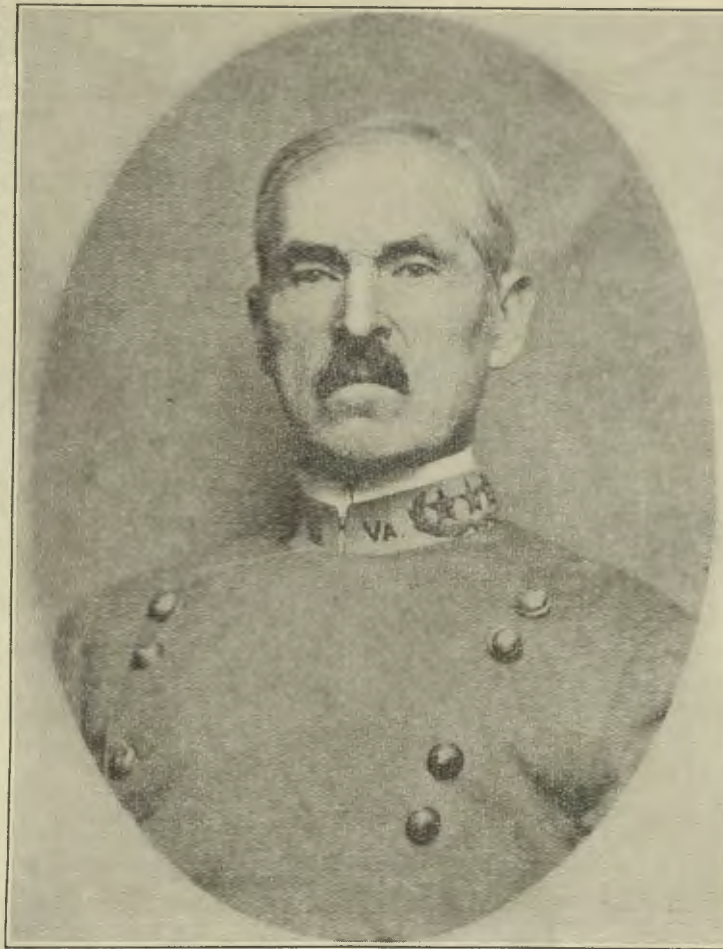
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TAMPA, FLORIDA, APRIL 5, 6, 7, 8, 1927

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Welcome Veterans
To Tampa

AND

OLIVE HOTEL

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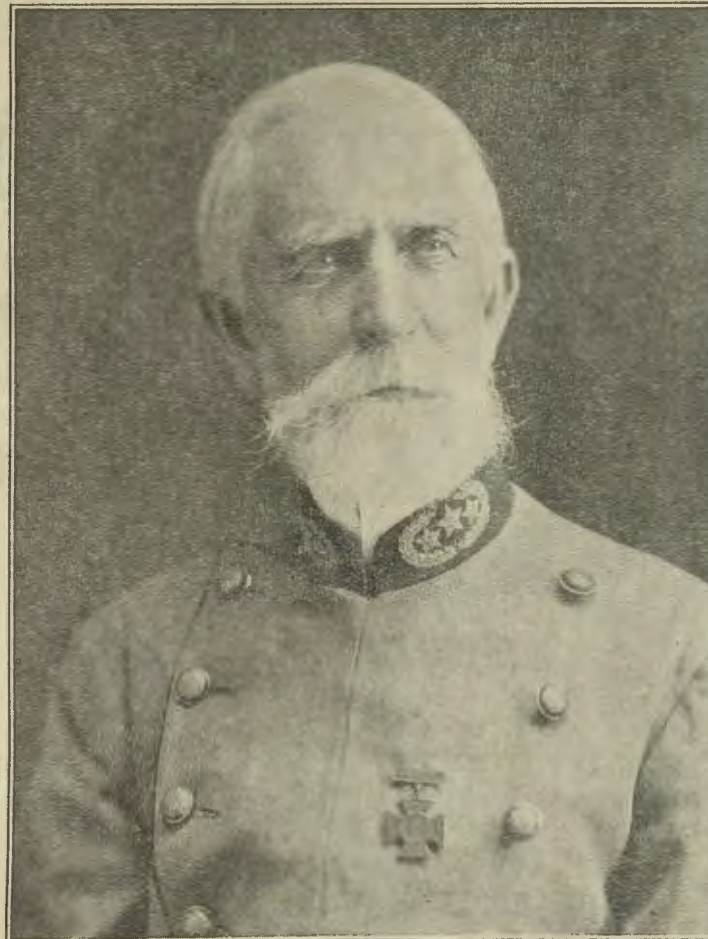
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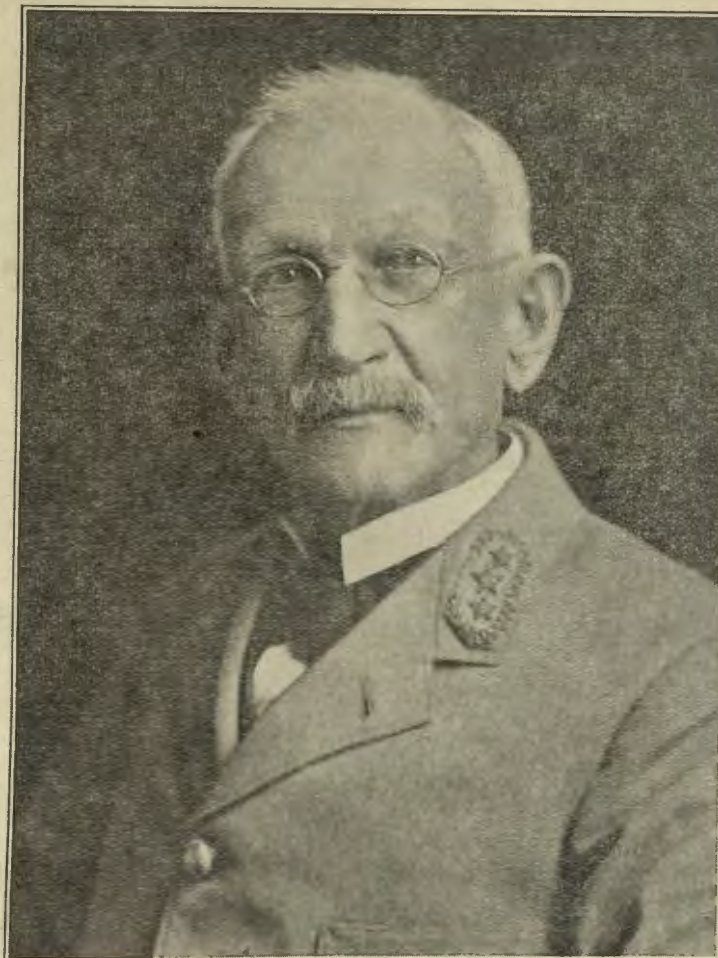
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Commander First Brigade, Tennessee Division

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TRY-ME BOTTLING COMPANY
2218 Seventh Avenue Tampa, Fla.

To Our Confederate Veterans:

May your "River of Time" flow out to-
ward the sea
Through the golden gate to eternity;
Serene and untroubled by thought of
care,
Surrounded by friends who are every-
where:
'Til softly the bugle proclaims the day
Of that Great Reunion of all the Gray.
—J. G. L., March 12th, 1927.

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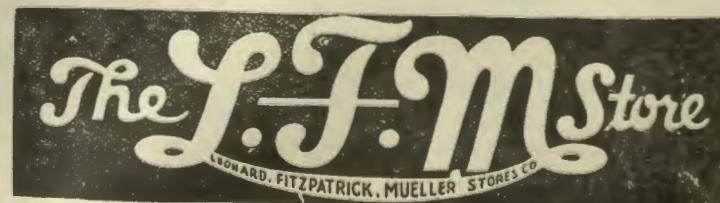


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THE MAN WHO KNOWS **Mr. Marsden**

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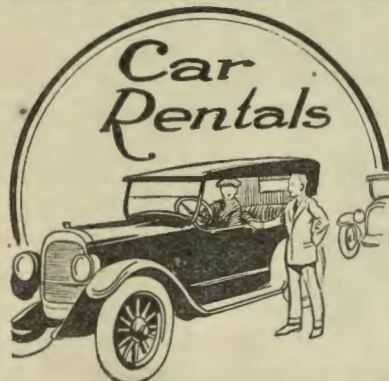
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"CUESTA-REY"
HABANA CIGARS
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WELCOME CONFEDERATE VETERANS AND VISITORS

to the
UNITED CONFEDERATE VETERANS REUNION
We hope you will enjoy every minute of your visit



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OUR ORGANIZATION
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FURNITURE COMPANY
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COMPLETE HOME FURNISHERS

OFFICIAL PROGRAM

Tampa, Florida, April 5, 6, 7 and 8, 1927

37th Annual Reunion United Confederate Veterans

TUESDAY, APRIL 5

- 4:30-6:30—General reception to all visitors. Tampa Bay Hotel. Hosts: Sons of Confederate Veterans.
- 4:30-6:30—Garden party and reception in the "Jewel Box," Tampa Bay Grounds. Hosts: Sons Confederate Veterans and local sponsoral staff.
- 8:00-12:00—Welcome meeting and dance, Ball Room, Tampa Bay Hotel.

WEDNESDAY, APRIL 6

- 5:30-6:30—Reception and Tea for Official Ladies, Tampa Bay Hotel. Hostess: Mrs. W. D. McAdoo, St. Petersburg.
- 3:00-6:00—Tea in honor of Sponsorial Matrons and Maids of Mississippi, at home of Mrs. J. A. Griffin. Hostesses: Mrs. J. A. Griffin, Mrs. J. C. McKay, Mrs. S. B. Thompson.
- 4:00-6:00—Tea in honor of Mrs. St. John Allison, President General U. D. C., and Mrs. A. McD. Wilson, President C. S. M. A. Chaperons and Maids of Honor of U. D. C. and S. C. V. Tampa Woman's Club, 315 Plant avenue.
- 5:00-7:00—Garden party and reception to Charlottesville and University of Florida Bands at Bay Shore Royal Hotel. Courtesy Sponsorial Staff at hotel.

SONS OF CONFEDERATE VETERANS BALL—COLISEUM

- Admission by ticket and membership card only except to those wearing Official Confederate Organization Badges. Escorts accompanying Official Ladies and all Uniformed men admitted.
- 7:30-8:30—Music *Bachman's Band*
- 8:30-8:45—Minuet—Miss Kitty Clyde East Class of St. Petersburg.

28th Annual Reunion Confederated Southern Memorial Association

- 9:00—Grand March *Bachman's Band*
(Floor reserved for Veterans until 10:30)
- 10:30—Dancing by everyone.
- 9:00-12:00—Ball, City Auditorium.
- 9:00-12:00—Ball, Tampa Bay Hotel.

THURSDAY, APRIL 7

- 2:30-4:00—Tea, Tampa Yacht and Country Club in honor of the visiting Matrons of Honor, Chaperons, Sponsors and Maids of the staff of the U. C. V. and S. C. V.
- 4:00-6:00—Reception, Drawing Room Tampa Bay Hotel in honor of Mrs. St. John Alison Lawton, President General U. D. C. and Mrs. A. McD. Wilson, President Confederate Southern Memorial Association, General Vance's Headquarters committee, delegates and Official Ladies of U. C. V., S. C. V. and C. S. M. A.

Admission by ticket and membership card only except to those wearing Official Confederate Organization Badges. Escorts accompanying Official Ladies and all Uniformed men admitted.

- 7:30-8:30—Concert Charlotteville Band at Coliseum.
- 8:30-9:00—Concert, Mass Chorus at Coliseum, Joseph Sainton, Director.
- 9:00-10:30—Ball floor reserved for Veterans until 10:30.
- 10:30-12:00—Dancing by everybody.
- 9:00-12:00—Dancing, City Auditorium.
- 9:00-12:00—Dancing, Ball Room, Tampa Bay Hotel.

The citizens of Bradenton and Manatee county through the Mayor and Chamber of Commerce extend through you to all Confederate Veterans and their friends attending the re-union at Tampa, a cordial invitation to visit Bradenton and Manatee County before leaving this section of Florida.

32nd Annual Reunion Sons of Confederate Veterans

Besides many courtesies which we wish to extend in the way of sightseeing, we want them to see and learn something of the historic Gamble Mansion at Ellenton in this county. Arrangements will be made to have a special train leave Tampa Thursday afternoon for Bradenton returning to Tampa the same evening. Automobiles will meet the train at Bradenton for the sight-seeing trip.

FRIDAY, APRIL 8

- 11:00—Grand Parade.
- 4:00-6:00—Tea in honor of Mrs. St. John Alison Lawton, President-General U. D. C., and Mrs. A. McD. Wilson, President C. S. M. A., and all other visiting D. A. R. at residence Mrs. T. W. Ramsey, 824 South Edison avenue. Hostess: DeSoto and Tampa Chapters, D. A. R., and Lady Rebecca Chapter, C. A. R.

SATURDAY, APRIL 9

The city of St. Petersburg extends to all Confederate Veterans, Sons of Confederate Veterans, and United Daughters of the Confederacy, a cordial invitation to visit the "Sunshine City" Saturday, April 9th, 1927.

Refreshments served on the Million Dollar Municipal Pier by Dixie Chapter United Daughters of the Confederacy, assisted by the Auxiliaries of other patriotic organizations.

The city of Clearwater extend a very cordial invitation to stop in that beautiful city on your return from St. Petersburg, reception in City Park.

Tampa Students Art Institute invites all visitors to Art Exhibit on second floor City Auditorium each afternoon and evening. Mrs. L. A. Anderson, President.

All Clubs in Tampa including Golf Clubs, extend courtesies of the Clubs to all visitors during re-union.

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TAMPA, FLORIDA



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*To Save Your Time and Money Let Us Arrange Your
Life Insurance Program and Make Sure That it
Will Answer Your Needs*

Inheritance Tax Insurance

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Program 37th Annual Reunion of The United Confederate Veterans

WEDNESDAY, APRIL 6, 1927

City Auditorium, City Park, 10:30 A. M.

Music—While Convention Assembles—
Texas Cow Boy Band
 Convention Called to Order....*Gen. T. J. Appleyard*
 Commander Fla. Division U. C. V.
 Devotional Exercises *Rev. Wm. D. Matthews*
 Chaplain General, U. C. V.
 Music *Confederate Choir*
 Official Choir of U. C. V.
 Welcome to the Reunion.....*Dr. Sumter L. Lowry*
 Executive Chairman, Reunion Committee
 Music *Band*
 Welcome to Tampa *Hon. Perry G. Wall*
 Welcome to State *Hon. C. M. Brown, Sr.*
 Welcome in Behalf Sons of Confederate
 Veterans *Hon. W. Raleigh Petteway*
 Response to Address of Welcome—
Gen. H. M. Wharton
 Commander Maryland Division, U. C. V.

Poem—"John Brooke of Tampa"—

Mrs. Virginia Frazer Boyle

Turning over Convention to Gen. M. D. Vance—

Commander-in-Chief, U. C. V.

Address.....*Commander-in-Chief U. C. V. Confederate*

Music.....*Official Confederate Choir of U. C. V.*

Address.....*Hon. John W. Martin*

Governor of Florida

Presentation of Flags.....*Miss Jessica Smith*

Stars and Bars *Mrs. Frank Dunham*

Old North State *Quartette*

Dixie *Band*

Director, Joseph Sainton

Introduction of Gen. Harry Rene Lee, Adj.-Gen.
 and Chief of Staff, U. C. V., by Gen. M. D.
 Vance.

Introduction of Mrs. A. McD. Wilson, President
 Confederated Southern Memorial Association by
 Inspector General J. Colton Lynes, U. C. V.

Introduction of Mrs. St. John Alison Lawton, Pres.
 Gen. of U. D. C., by Inspector General J. Colton
 Lynes, U. C. V.

THE IDEALS for which our forefathers took up arms, form a heritage finer far than gold! It is our privilege to maintain these ideals in some small measure in our chosen field of managing income property for the owner, through which we also have a part in making Florida homelike for those who rent their homes.

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MAY YOUR VISIT HERE BE A PLEASANT ONE

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OUR SPECIALTIES:

OLD BECK SWEET FEED

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Introduction of Mr. Lucius L. Moss, Commander-in-Chief, S. C. V., by Inspector Gen. J. Colton Lynes, U. C. V..

Music *Band*

Appointment of Committee on Credentials

Appointment of Committee on Resolutions

Adjournment

WEDNESDAY AFTERNOON SESSION

APRIL 6th, 2:30 P. M.

City Auditorium, Tampa Bay Park

Music While Convention Assembles—

Texas Cow Boy Band

Convention Called to Order.....*Gen. M. D. Vance*

Invocation *Rev. Willis G. Clark*

Rector St. Andrews Church, Tampa, Fla.

Music *Confederate Choir*

Report—Committee on Battle Abbey and Rutherford and other Committees.

Poem *Mrs. Virginia Frazier Boyle*

Poet Laureate of the United Confederate Veterans

Report *Special Committees*

Adjournment.

THURSDAY MORNING SESSION

APRIL 7th, 10:00 A. M.

City Auditorium, Tampa Bay Park

Music *Texas Cow Boy Band*

Convention Called to Order.....*Gen. M. D. Vance*

Commander-in-Chief, U. C. V.

Invocation *Dr. J. C. Tims*

Pastor First Presbyterian Church, Tampa, Fla.

Report *Committee on Credentials*

Report *Adjutant General*

Report *Committee on Finance*

Address.....*Hon. Pat Harrison of Mississippi*

Miscellaneous Business.

The convention will suspend business promptly at 12:00 o'clock noon and take part in the "Memorial Exercises" under the auspices of the United Confederate Veterans, the Confederated Southern Memorial Association and the Sons of Confederate Veterans.

The following is the order of exercises for this service.

Music *Texas Cow Boy Band*

Bugle Call.

DANCING

Keeps you young, provides recreation, helps you develop a pleasing personality, is a helpful aid to success, and is better than all the Drug Store Lotions in the world—Age is no bar to this wonderful exercise and every one whether sixteen or sixty, should partake of it.

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Direction of Maurice Lees

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SUNDAY

ADMISSION 15c

Except Sunday

DANCE TICKETS 6 FOR 25c

ENTERTAINMENT AND DANCE



COME ON OVER

Roseland Ball Room

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Except
SUNDAY

ADMISSION—Ladies 25c

Gentlemen 50c

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for fifteen years!

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WHAT IS ICE CREAM?

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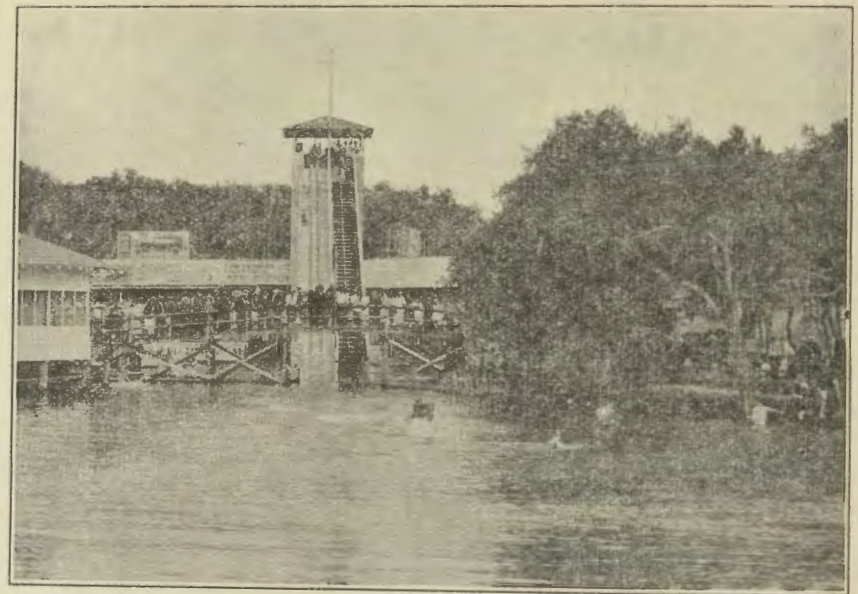
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ICE CREAM

"The Smile Follows the Spoon"

Tampa, Florida

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CLEARWATER BRADENTON



Toboggan Water Slide Thriller

Thrills a plenty are provided in a novel water toboggan invented by F. M. Catron of Tampa, Fla.

The new sport consists in "shooting the chutes" on a small flat bottomed sled from the top of a 45-foot tower down a steep incline 113 feet long to the water level and then skimming over the surface of the water for 150 feet or more. The sled travels over 60 miles an hour as it leaves the track.

Sulphur Springs Swimming Pool

F. M. CATRON, Manager

SPECIAL SALE ON BATHING SUITS

Flows 60,000 gal. per minute.

Water always 72 degrees.

Plenty of fun for every one.

Open at night also.

Complete change of water every ten minutes.

Special attention to ladies and children.

Hymn—"Onward Christian Soldiers"—
Choir of Hyde Park Methodist Church, Mrs.
Frank Dunham, Mrs. Ruth Halowell, Mr. W. C.
Jones, Mr. J. T. Shaddick, Mrs. E. H. Hart,
Accompanist.

Invocation *Right Rev. John Durham Wing*
Bishop of Southern Florida

Anthem *Confederate Choir*

Roll Call—United Confederate Veterans—
Gen. Harry Rene Lee

Roll Call—Confederate Southern Memorial Ass'n.—
Miss Daisy M. L. Hodgson

Roll Call—Sons of Confederate Veterans—
Col. Walter L. Hopkins

Poem *Miss Virginia Frazer Boyle*

Address *Hon. Chas. B. Parkhill*

Hymn *Confederate Choir*

Benediction *Major, The Rev. Giles B. Cooke*

THURSDAY, APRIL 7

Business Session, City Auditorium

2:30 to 4:30 P. M.

Music *Texas Cow Boy Band*

Invocation *Rev. H. F. Tolle*

Pastor First Methodist Church, Tampa, Fla.

Report *Committee on Resolutions*

General Business.

Confederate Choir.

Selection of Place for Holding Reunion, 1928.

Election of Officers.

Miscellaneous Business.

Music *Confederate Choir*

Benediction *Rev. Wm. B. Curtis*

Rector St. Johns-by-the-Sea, Tampa, Florida

Grand Ball, United Confederate Veterans—Davis
Island Coliseum.

Grand March begins promptly at 8:30 P. M. Floor
reserved from 8:30 to 9:30 P. M. for Veterans
and Official Ladies only.

FRIDAY, APRIL 8, 1927

Grand Parade—Assemble 10:00 A. M.

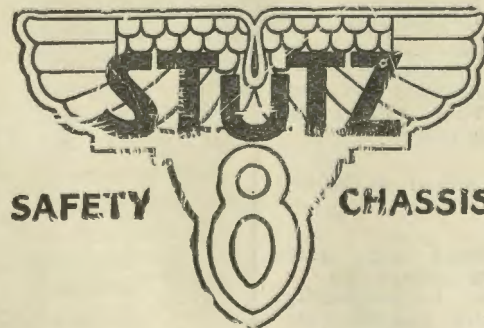
Veterans will assemble at designated places. (See
Official Route List).

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AT GREATLY REDUCED RATES**

TOUR C leaves Tampa April 10, gets back April 17 (with option of booking to end tour at Miami on either April 15 or 16, according to the pleasure of the passenger.) This All-Expense trip is \$98.

TOUR D leaves Tampa at 11:50 a. m. April 8, gets back 6:05 a. m., April 15, **GOING AND RETURNING VIA MIAMI**, where a day will be spent on the return from Havana. Price \$106. This too is an All-Expense trip except no meals in Florida are included.

HOTELS

The option of two splendid hotels in Havana is given: Perla de Cuba (100 rooms, clean, comfortable, modern), with meals included, or the Plaza (300 rooms, palatial) with meals extra. Rooms with bath at each hotel included, as well as at hotel in Miami.

SIGHTSEEING

The program of sightseeing and entertainment in Cuba is the same for each tour, namely: Usual sightseeing trips in Key West and Havana; Mo ro Castle-Fort Habana trip; 40-mile circle tour in Havana's suburbs and rural Cuba, including stops at the market, a typical farm and luncheon at the Tropical Gardens; Havana evening trip, including Chinese theatre; Malecon-Prado trip; Gallego Club; an evening at the Spanish hand ball game of Jai Alai; Shopping.

(The all-day trip into the interior of Cuba to Matanzas, Bellamar Caves, Yumú Valley and Hershey Sugar Mill—including transportation, admissions and lunch—and an evening at one of Havana's finest roof gardens may be had at an extra charge of \$15.)

On Tour C a motor trip of approximately two hours about Miami and vicinity is included.

WHAT IS INCLUDED

Our charges include all of the usual necessary expenses, as follows: First-class steamer and railroad transportation, meals and berth on steamers, hotel accommodations and meals (except if Hotel Plaza is used in Havana, and no meals are included in Florida on Tour C), all sightseeing and entertainment as above outlined including admissions, the handling of one piece of hand baggage, transfers and the services of an experienced conductor. On Tour C we provide Pullman accommodations between Tampa and Key West, via Miami, in each direction. There will be the same high-grade of service that always characterizes our tours.

OPTION TO STAY LONGER

The privilege of remaining longer in Cuba (or in Miami on the return on Tour C) is given.

EXPERIENCE AND REFERENCE

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PROGRAM--Thirty-Second Annual Convention Sons of Confederate Veterans

TUESDAY NIGHT APRIL 5

8:00 o'CLOCK

Joint Assembly of Veterans, Ladies and Sons under the Auspices of Sons of Confederate Veterans, Tampa, Florida—City Auditorium

8:00—1. Music by Band.

8:05—2. Convention called to order by Dr. William B. Hopkins, Commander J. J. Dickinson Camp No. 556, S. C. V.

8:10—3. Invocation by Rev. H. M. Hall, Johnson City, Tennessee, Chaplain-in-Chief, S. C. V.

8:15—4. Commander Hopkins turns Convention over to Colonel John Z. Reardon, Commander Florida Division, S. C. V.

8:20—5. Division Commander Reardon turns Convention over to Hon. Sumter L. Lowry, Commander of Army of Tennessee Department, and Chairman of General Reunion Committee, who will present Hon. Lucius L. Moss, of Louisiana, Commander-in-Chief, S. C. V.

8:30—6. Commander-in-Chief Moss will assume the chair and present the speakers. (All Past Commanders-in-Chief and all heads of other organizations and committees are expected on stage.)

8:40—7. Music by Confederate Choir of Sweet Singers of Virginia.

8:50—8. Address of Welcome on behalf of Tampa, Hon. Perry G. Wall, President of City Commission, Tampa, Florida.

9:00—9. Address of Welcome on behalf of State of Florida, Hon. John W. Martin, Tallahassee, Florida, Governor of State of Florida.

9:20—10. Response to Address of Welcome, Hon. Edmond R. Wiles, Little Rock, Arkansas, Commander Army Trans-Mississippi Department, S. C. V.

9:25—11. Presentation of General M. D. Vance, Little Rock, Arkansas (Honor Guest) Commander-in-Chief, U. C. V.

9:30—12. Introduction of Mrs. A. McD. Wilson, Atlanta, Ga., President General, Confederated Southern Memorial Association.

9:35—13. Introduction of Mrs. St. John Lawton, Charleston, S. C., President General, U. D. C.

9:40—14. Music by Band.

9:45—15. Presentation of "Official Ladies," Senator Pat Harrison, of Mississippi.

9:55—16. Response for "Official Ladies," W. McDonald.

10:00—17. Benediction, Rt. Rev. John Durham Wing, Bishop of South Florida.
18. Music by Band.

Note—Assembly promptly 7:55 p. m. Disperse 10:00 p. m. Speeches will be limited. All "Official Ladies," speakers and guests will be expected to be on stage promptly at 7:55 o'clock.

10 to 12—Dancing, Tampa Bay Hotel.

SECOND DAY

WEDNESDAY, APRIL 6, 1927

Tampa Bay Casino

Morning Session 10:00 A. M.

1—Music by University of Florida Band.

2—Invocation, Rev. Dr. Brazelton, Pastor Christian Church, Tampa, Florida.

3—Roll Call of General Officers and of Camps of Confederation by Adjutant-in-Chief.

4—Appointment of Convention Committees.

5—Greetings from:
United Confederate Veterans.
United Daughters of Confederacy.
Children of Confederacy.
Confederated Southern Memorial Association
American.

6—Report of:
Commanders.
Commander-in-Chief.
Department Commanders.
Division Commanders.
Brigade Commanders.
Camp Commanders.

7—Report of Officers:
Inspectors-in-Chief.
Quartermaster-in-Chief.
Commissary-in-Chief.
Judge Advocate-in-Chief.
Surgeon-in-Chief.
Chaplain-in-Chief.
Historian-in-chief.

8—Report of Standing Committees:
Historical.
Relief.
Monument.
Finance.
Text Book.
Memorial.

Appointment of Committee to Extend Formal Greetings to the Convention of United Confederate Veterans and Confederated Southern Memorial Association.

9—Adjournment.

1—Music by Band.

2—Invocation—Father John B. Doonen.

3—Report of Committees.

4—General Business.

5—Reception of Sponsorial Staffs, S. C. V.

6—Adjournment.

WEDNESDAY, APRIL 6, 8:30 P. M.

SONS OF CONFEDERATE VETERANS'

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Honoring Sponsors and Maids

Davis Island Coliseum

Admission by ticket and membership card only except to those wearing official badges of Confederate Organizations or in their behalf. The Confederate Veterans will be special guests of honor.

THIRD DAY

THURSDAY, APRIL 7, 1927

Tampa Bay Casino

Morning Session—10:00 A. M.

1—Music by Band.

2—Invocation, Rabbi L. E. Grafman.

3—Report of Adjutant-in-Chief.

4—Report of Executive Council.

5—Report of Committees.

6—Election of Officers.

- (a) Commander-in-Chief.
- (b) Commander Army Northern Virginia Department.
- (c) Commander Army Tennessee Department.
- (d) Commander Army Trans-Mississippi Department.
- (e) Historian-in-Chief.

7—Executive Council:

- (a) Member Army Northern Virginia Department.
- (b) Member Army Tennessee Department.
- (c) Member Army Trans-Mississippi Department.

Convention adjourns promptly at 11:30 A. M. and marches to Veterans' Convention Hall (City Auditorium), to take part in the Memorial Services to be held in honor of the dead members.

FOURTH DAY
FRIDAY, APRIL 8

10:00 A. M.
GRAND PARADE
Grand Parade of Veterans, Sons and Memorial Association and Official Ladies.
All Comrades are expected to be in line at the place designated by the parade committee at 10:00

o'clock. Attention is called to the fact that the Constitution of the Sons of Confederate Veterans expressly prohibits its members riding in the parade unless physically unable, and they are expected to march with the Commander-in-chief and Officers.

PARADE--Fourth Day, April 8th, 10:00 A. M.

Grand Parade of Veterans, Sons of Veterans and Memorial Association and Official Ladies

All Comrades are expected to be in line at the place designated by the parade committee at 10:00 o'clock. Attention is called to the fact that the Constitution of the Sons of Confederate Veterans expressly prohibits its members riding in the parade unless physically unable, and they are expected to march with the Commander-in-Chief and Officers.

East along Grand Central to Plant Ave., thence south on Plant to Platt, thence east on Platt to South Franklin, thence north on Franklin to Jackson, thence west on Jackson to Florida, thence north on Florida to Tyler, thence west on Tyler to Franklin, thence south on Franklin to Lafayette, thence west on Lafayette to Crescent, thence north on Crescent to East Gate, thence around Race Track to the right, past the Reviewing Stand thence to the West Gate, where the Parade disbands.

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First Game in Tampa April 24

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PROGRAM--Twenty-Eighth Annual Reunion Confederated Southern Memorial Association

Official Headquarters, Tampa Bay Hotel

Motto:

"LORD GOD OF HOSTS, BE WITH US
YET,
LEST WE FORGET, LEST WE FORGET"

TUESDAY, APRIL 5, 1927

3:30 P. M.

Opening of Convention, or "Welcome Meeting"—
Tampa Bay Hotel Ball Room.

Music *Texas Cowboy Band*

Meeting Called to Order by.....*Sumter L. Lowry*
Executive Chairman Reunion Committee

Invocation*Right Rev. John Durham Wing*
Bishop of Southern Florida

Address of Welcome*Hon. Perry G. Wall*
Mayor of City of Tampa, Fla.

Greetings *Gen. M. D. Vance*
Commander-in-Chief, U. C. V.

Greetings *Mrs. St. John Allison Lawton*
President General U. D. C.

Greetings *General Harry Rene Lee*
Adjutant General, U. C. V.

Greetings *Hon. Lucius L. Moss*
Commander-in-Chief, S. C. V.

Address—"The Stone Mountain Memorial"...
Hon. Carl W. Hinton
Past Commander S. C. V.

Address—"Women of the Sixties"—
Hon. Park Trammell
Ex-Governor and U. S. Senator

Convention turned over to Mrs. A. McD. Wilson,
President General Confederated Southern Memor-
ial Association.

Response to Address of Welcome.....*President Gen.*
Appointment of Committees to extend greetings to
United Confederate Veterans and Sons of Con-
federate Veterans.

Benediction..... *Major, The Rev. Giles B. Cooke*
Chaplain-Gen., C. S. M. A.

Finale *Confederate Choir of Virginia*

WEDNESDAY, APRIL 6

10:00 A. M.

Appointment of Committee on Credentials—
Pres.-General, C. S. M. A.

Officers, Delegates and Members of the Confederated
Southern Memorial Association will attend the
opening meeting of the United Confederate Veter-
ans' Reunion at City Auditorium, Tampa Bay
Park.

WEDNESDAY, APRIL 6

12:30 P. M.

Luncheon—Guests of City of Tampa—Tampa Bay
Hotel.

WEDNESDAY, APRIL 6

2:30 P. M.

Ball Room, Tampa Bay Hotel

Meeting Called to Order.....*Mrs. A. McD. Wilson*
Pres.-Gen. C. S. M. A.

Invocation *Rev. Geo. Hyman*
Pastor Bayshore Baptist Church, Tampa

Appointment of Standing Committee—
President-General C. S. M. A.

Greetings *Mrs. Will Eva Caruthers Gray*
Pres. Tampa Chapter, U. D. C.

Greetings *Mrs. D. B. Givens*
Regent, DeSoto Chapter, D. A. R.

Greetings *Mrs. W. L. Moore*
Regent, Tampa Chapter, D. A. R.

WEDNESDAY, APRIL 6

8:00 P. M.

Ball Room Tampa Bay Hotel

Address *Miss Mildred Rutherford*
Historian General, C. S. M. A.

THURSDAY, APRIL 7

9:30 A. M.

Ball Room Tampa Bay Hotel

Business Meeting

Convention Called to Order.....*Mrs. A. McD. Wilson*
President General, C. S. M. A.

Invocation *Col., The Rev. Dr. Walt Holcomb*
Pastor Hyde Park Methodist Church, Tampa
Reports of Special Committees.

The Convention will suspend business at 11:30 A.
M. and members will proceed to the City Audi-
torium to take part in the joint Memorial exercises
of the United Confederate Veterans, The Confed-
erated Southern Memorial Association and the
Sons of Confederate Veterans.

THURSDAY, APRIL 7

2:30 P. M.

Ball Room Tampa Bay Hotel

Business Meeting

Convention Called to Order.....*Mrs. A. McD. Wilson*
President General C. S. M. A.

Reports of Associations.
Report of Credentials Committee.
Election of Officers.
Unfinished Business.

Prayer *Major, The Rev. Giles B. Cooke*
Chaplain General C. S. M. A.

Adjournment.

The public is cordially invited to attend all sessions
of the Convention.

Welcome Confederate Veterans



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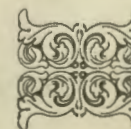
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Facts About Tampa

RENTALS

The number of homes and the number of families in Tampa strike a fairly even balance with just enough margin to accommodate a normal influx of new residents and visitors. There is little difference between rates in summer and winter except in the more luxurious hotels, apartments, and furnished houses, which are listed at winter rates. Hotels and apartments in the larger apartment hotels are taken up elsewhere in this issue. Smaller apartments for residential tenants are rented at about the same prices as small homes.

Houses of the "luxury" type in Tampa's most fashionable residential sections rent for \$150 per month unfurnished for an eight or ten room house and from \$250 to \$350 furnished. Five room bungalows of the same class rent at from \$110 to \$125 unfurnished or \$200 furnished; of less than five rooms at about \$75 per month unfurnished or \$100 furnished.

Houses of a less pretentious type but located in progressive and presentable neighborhoods rent for approximately \$100 for an eight or ten room house unfurnished and \$150 furnished. A five room house of the same class would have a monthly rental of from \$55 to \$70 unfurnished and \$85 to \$90 furnished. Smaller houses and apartments of this sort would rent for about \$40 unfurnished and \$75 furnished.

TAMPA PUBLIC LIBRARY

An increase of 4,281 in the number of registrations at the Tampa Public Library during 1926 over the number registered in 1925, brings the library's total registration up to 19,887.

The library has on its shelves 38,839 books, an increase of 9,456 over the 29,383 volumes on hand at the close of 1925. There was an increase of 110,784 in the circulation for the past year over that of 1925, circulation for 1926 being 308,309 as compared with 197,525 in 1925.



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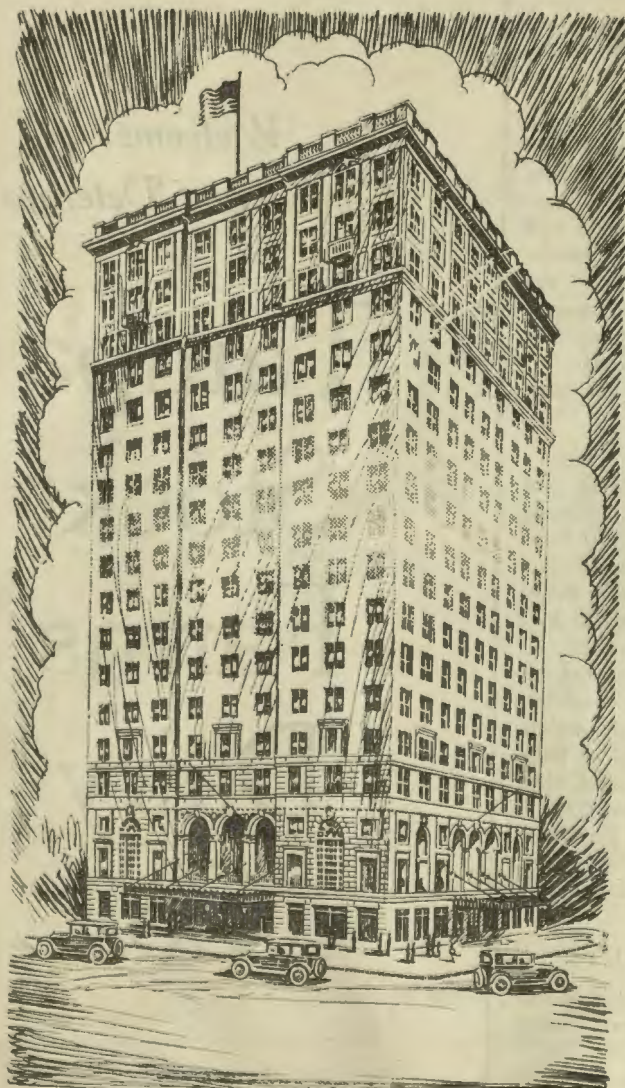


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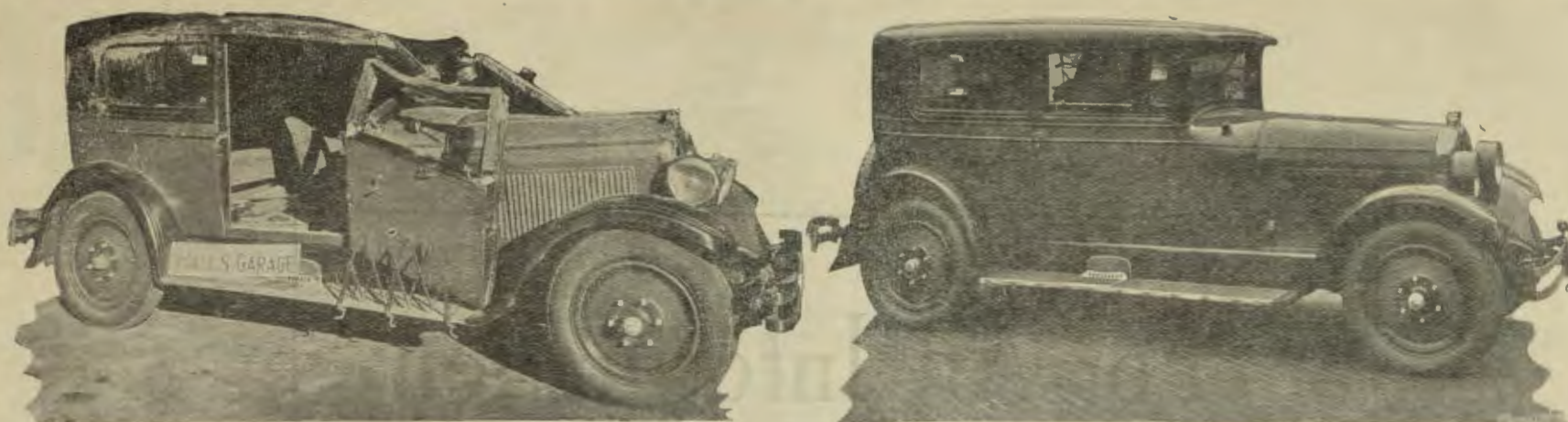
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TAMPA, FLORIDA

A LITTLE STORY ABOUT A WRECKED CAR



AS IT WAS

AND

AS IT IS

The above car, owned by Mr. H. C. Blackburn, of Tampa, was brought to us in the condition as shown in the picture on the left. It was badly smashed, body completely wrecked and frame twisted into a mass of steel. It seemed hopeless.

Some time later Mr. Blackburn was notified that his car was ready. When he came down, we showed him the car shown in the picture on the right. Body rebuilt, repainted, every damaged part repaired—he was amazed. And so pleased that he took these two photographs and stuck them in the back of the car, as can be seen. He is an ardent booster for "Sudden Service" and tells everybody of the transformation.

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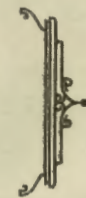
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Facts About Tampa

PUBLIC IMPROVEMENTS

Municipal improvements completed or under construction during 1926 in Tampa entailed an expenditure of \$9,185,000 and plans have already been made by the city engineering department for a \$2,000,000 paving program this year.

Six new bridges now span the Hillsborough river within the city limits of Tampa, two of them—the Cass and Platt street bridge—are already open for use, and the others are nearing completion. Ten miles of sewers have been laid and sixty miles of streets paved. The municipal auditorium in Plant Park has been completed at a cost of \$300,000 and the municipal hospital on Davis Islands, costing \$1,250,000 will be completed in April. There are twenty-five square miles of territory within the city limits of Tampa and many closely settled subdivisions closely adjacent to the city proper.

Following are itemized figures regarding Tampa's municipal improvements during the past year:

Waterworks plant, completed . . .	\$1,250,000
City Hospital, nearing completion. .	1,250,000
Platt street bridge, completed . . .	400,000
Cass street bridge, completed	400,000
Municipal auditorium, completed. . .	300,000
Sixty miles paving, completed	4,250,000
Lafayette viaduct, completed	300,000
Ten miles sewers, completed	150,000
Michigan Ave. bridge, near comp. . .	400,000
Fortune St. bridge, near comp. . . .	400,000
Florida Ave. bridge, near comp. . . .	50,000
Sligh Ave. bridge, near comp.	35,000

Total \$9,185,000

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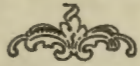
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Facts About Tampa

WORKING CONDITIONS

Tampa has a weekly industrial payroll of more than one million dollars and its 25,580 wage earners are paid a total of \$62,400,000 annually. Under normal conditions the industrial plants of Tampa furnish employment for practically all residential workmen and a reasonable number of newcomers. But, with the closing down of many concerns in more northern states and with the coming of winter, large numbers of industrial workers have flocked into Tampa seeking employment. In many cases they have found work but never except after presenting proper credentials and proving their qualifications. It is a regrettable fact that many unskilled workers have come without proper provision financially for as much time as necessary in finding a location.

All Florida is returning to normal in employment conditions as well as in other respects and there is no longer an unusual demand for labor in the building trades. While at the present time there is an evident surplus of men seeking "white collar" positions, and work as mechanics, carpenters, painters or in kindred occupations, and while wages are coming down from the almost unheard of scale maintained during the "boom," the expansion now in progress, especially along construction and industrial lines, will tend to place employment conditions on the same optimistic and balanced basis which they customarily occupy in this locality. Both union and non-union men receive recognition in Tampa.

Tampa has 577 industrial establishments employing 25,580 workers and paying wages totalling \$62,400,000 annually.

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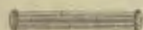
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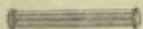
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Facts About Tampa

PUBLIC UTILITIES

No surer gauge of a city's growth can be obtained than is furnished by its public utilities' figures. Wherever there are new water, gas or electric meters, there are new families, and the number of new families coming to and settling in a city reflects its real growth.

Reports of Tampa's public utilities for the past year show that despite the return to normal conditions after the hectic days of 1925, there has been no cessation or decrease in the city's progress. All utilities companies have been taxed to the limit during the past three years to keep pace with Tampa's rapid development, large extensions have been made and vast sums expended in their expansion programs, until today Tampa can boast of as fine public utility service as that of any other city its size in the country.

TAMPA ELECTRIC COMPANY

During the year of 1926 the Tampa Electric Company has made additions to its plant and office building at a cost of approximately \$2,000,000. The company now has under construction a power station near the Alafia River of 25,000 kw. initial capacity. Improvements completed during the past year include 98 miles of new distribution lines, 61 miles of new transmission lines, installation of a 12,500 kw. turbo-generator at the West Jackson street station. The 61 miles of new transmission lines serve Mulberry, Winter Haven and Tampashores and inter-connect with the Pinellas Power Company.

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"Jane Lee" will shop for you or with you, aiding you to find exactly the things you want and show you about the store if desired.

Whenever it is inconvenient for you to visit the store—if residing out of town—Jane Lee will be glad to do your shopping for you. Send her a full description of what you want, if possible clip an item from Maas Brothers' advertisement to enclose with your letter, and your wishes will carefully be carried out.

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Facts About Tampa

POPULATION

A gain of 21,989 in population during the seventy-first year of its existence is the record made by Tampa during 1926.

While the 1926 post office survey gives Tampa a population of 213,000, the Board of Trade is using the R. L. Polk directory figures, due to the fact that each name and address is given and can be used as corroborative evidence. This gives Tampa a population of 176,492.

Tampa's climate, its port, accessibility to eastern and western markets, railroad accommodations, its proximity to the Panama canal, the adaptability of the soil of its back country and its productive trade territory are a few of the reasons for Tampa's remarkable growth in seventy-one years from a small trading village of only 180 persons to the city of the present.

Roughly, the population of Tampa can be divided into three great classes—the American, sixty per cent or 105,895; the foreign, twenty per cent or approximately 35,299, and the negro, twenty per cent or approximately 35,299.

The city is divided into twelve sections as follow:

Ybor City . . . foreign section, cigar industries
West Tampa . . . foreign, cigar section
Seminole . . . residential
Tampa Heights . . . residential, retail business
Business section . . . retail business concerns
Garrison . . . wholesale business and residential
Hyde Park . . . residential
Bayshore and Davis Islands . . . residential
Palma Ceia . . . residential
East Tampa . . . industrial
Gary . . . residential

The following table gives a graphic picture of Tampa's growth in population:

1870	796
1880	720
1885 local estimate	2,376
1890 local estimate	5,532
1900	15,839
1905 state census	22,823
1910	37,782
1913 census estimate	46,792
1914	49,156
1915 state census	48,156
1920 U. S. census	51,608
1923 Gr. Tampa—local estimate	100,000
1924 Survey, Gr. Tampa	107,608
1925 survey	154,503
1926 Polk Directory	176,492

Get It At Hale's

Hale's has filled more than four hundred thousand prescriptions, a record unequalled by any other store in the state.

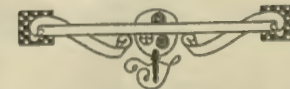
Hale's carries in stock a variety of drugs and chemicals that enables it to fill almost any prescription your physician may write. Hale's is a real drug store that attempts to supply every item belonging to a drug store—nothing more.

312 TWIGGS STREET

Phone 3103

Welcome Confederate Veterans

IF WE CAN BE OF SERVICE
COMMAND US



The Office Equipment Co., Inc.

Outfitters "From Pins to Safes"

Sarasota, Lakeland, Bradenton
Tampa, Orlando

Tampa Motor Club

"As soon as the motor vehicle owners of America realize that they control a majority of the votes of the country, and that all they need is organization to bring this mighty lever to bear on public affairs, then hostile legislation of all kinds is going to stop. The automobile club is the only organization of motor vehicle vote power that exists today. Its work should be supported and broadened in every possible way."

F. L. CLEVELAND, Mgr.

J. W. Young & Co.

Manufacturers of

Cigar Boxes

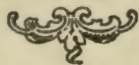


P. O. Box 855

TAMPA, FLORIDA

INSURE WITH AYALA

Here's wishing the U. C. V. Reunion
complete success.

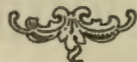


Oscar A. Ayala & Co.

INSURANCE — BONDS

MORTGAGES

INVESTMENTS — RENTALS



320 Cass St., Tampa, Florida

VAL'S CORNER

Lafayette at Tampa Street

Tampa, Florida

F. L. Hunter, Prop.

Facts About Tampa

WATER TONNAGE

During the past year Tampa's water commerce has increased to a remarkable extent. Accurate records kept by the United States Engineering department show that Tampa's water tonnage for 1926 was 4,698,358. Records for 1925 give the port a tonnage of 3,557,434 and 2,190,268 for 1924.

Tampa has regular steamship line connections with Boston, New York, New Orleans, Mobile, Baltimore, Philadelphia, Key West and Havana with weekly or more frequent sailings, while established freight lines with headquarters in the city, ply boats between Tampa and Havre, Antwerp and Ghent; Tampa-Bremen, Hamburg, Rotterdam and Scandinavian ports; and Tampa and Mediterranean ports, The Levant and the Far East. Ships from practically every marine country in the world make Tampa a port of call at irregular intervals.

CUSTOMS RECEIPTS

During the year Tampa's Custom Receipts have increased more than thirteen per cent or from \$2,210,105 in 1925 to \$2,507,315.40. According to the latest government comparison of the 328 recognized ports of the United States and territories Tampa ranks sixteenth from the point of customs collections for the year of 1924 and twentieth from the standpoint of tonnage. Comparisons not yet released but made on the basis of more recent records will probably give Tampa an even better place.

J. B. DeAnda, Mgr. Phone 2737

PURITAN CLOTHING STORES

"Clothing for the family on liberal
credit terms"

807 Franklin St. Tampa, Florida

YOUR CREDIT IS GOOD
WITH WALKER-HOOD

Walker-Hood Furniture Co.

1415-17-19 Franklin Street

Phone 2866

TAMPA, FLORIDA

WELCOME CONFEDERATE
VETERANS

You Will Like

Hotel Puritan

Dining Room Open to the Public

We serve the highest grade foods obtainable in a most pleasing manner.

Breakfast, 50c—7 to 10 a. m.

Luncheon, 60c—12 to 2 p. m.

Dinner, \$1.00—6 to 8 p. m.

Plant Avenue at Platt Street

Phone H 4316

TAMPA, FLORIDA, APRIL 5, 6, 7, 8, 1927

The Collier Line

Overnight freight and passenger service between Tampa,
St. Petersburg

FORT MYERS

Leave Tampa 5 p. m. Tues., Thurs., Sat. Arrive Ft. Myers,
7 a. m., Wed., Fri., Sun.

FARES — One Way, \$5.50; Round Trip, \$8.50
(Meals and Berth extra)

Week End Trip, meals and berth \$10.00

COLLIER TERMINAL

Foot of Jackson St.

Phone 2910

SEE SOUTH FLORIDA BY BUS

THROUGH PARLOR CAR BUSES TO

FORT MYERS

Bartow, Lake Wales, Fort Meade, Bowling Green

Wauchula, Arcadia, Punta Gorda

Tamiami Trail Tours, Inc.

South Florida Bus Service

Gulf-Atlantic Transportation Co.

BUS TERMINAL BUILDING

TAMPA

VETERANS

*Make our store your store
during your stay with us*



*We welcome you to Florida's
Leading City*

Henry Giddens Clothing Co.

Telephone 2267

Wallace S. Building

606 Tampa Street

TAMPA, FLORIDA, APRIL 5, 6, 7, 8, 1927

Plaza Restaurant

THE PLACE FOR REAL

SPANISH FOOD



Franklin at Jackson Streets

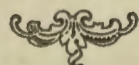
"We Do Not Advertise Service"

"We Give It"



Hendry - Knight Insurance Agency

GENERAL
INSURANCE



2nd Floor Tampa Theatre Bldg.

Phone 4599

McCASKILL TAILORING CO.

Clothing, Shoes and

Men's Furnishings

414 Tampa St.

Phone 3293

Facts About Tampa

BUILDING PERMITS

Although building permits issued in Tampa during the year 1926 show a decrease compared with the total amount of those issued under the abnormal conditions of 1925, this is no indication of a lack of building activity in the city. Many large projects, both private and municipal, have been started during the past year and on not a single large structure within the city limits has work been abandoned or delayed.

While there is a decrease of about eight million dollars in the amount of this year's permits compared to last, 1926 shows an increase of approximately ten millions over 1924, a normal year and the only one with which 1926 can be accurately or fairly compared. Permits for the past year total \$15,872,772 as compared with \$23,418,836 for 1925 and with \$5,496,055 for 1924, which gives Tampa a place among the leading cities in the United States in the amount of building construction.

A few of the major projects started or carried to completion this past year are: the municipal waterworks plant, one of the finest of its size in the country, \$1,250,000; municipal auditorium, \$300,000; eighteen story Floridan Hotel, the second tallest building in the state, \$2,250,000; additions to the Tampa Gas Company and the Tampa Electric Company totalling \$2,000,000 each; Florida Portland Cement plant on Hooker's Point, \$4,000,000; classification shops and terminals of the Atlantic Coast Line Railroad, \$5,000,000; thirteen story First National Bank building, \$1,000,000; Tampa Theater and office building, ten stories, \$1,000,000; Myelvaron Apartments, \$750,000, and numerous others.

GLENN HENDERSON

Sporting Goods House

909 Florida Ave.

Phone 4494

Keys Made — Guns Repaired
Tampa, Florida

Hotel Detroit

1014½ Franklin Street

Phone 3581

A Commercial Hotel in the Heart of
the Shopping and Theatre District

Visitors and Commercial Travelers get
a hospitable welcome, winter and summer at the

Hotel Detroit

Thelma Noxon, Mgr.



Thirty inch Hydraulic Dredge

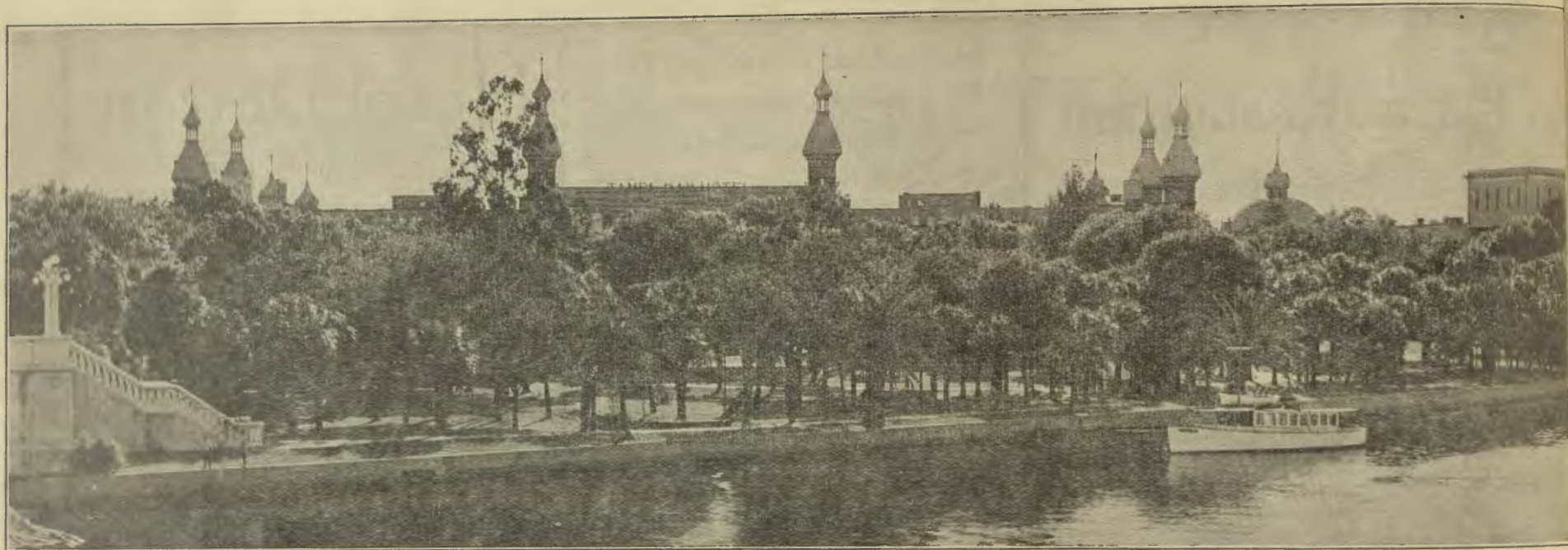
We did all of the dredging for the 22nd Street Causeway, and Tampa Beach waterfront, depositing thereon one million three hundred thousand cubic yards in forty-five days, which is a record for one suction dredge.

UNITED DREDGING CO.

1121 Citizens Bank Bldg.

Tampa, Fla.

Telephone 3583



TAMPA BAY HOTEL

TAMPA, FLORIDA

*⎓ Tampa's Resort Hotel—Accommodates 400 ⎓
⎓ Fireproof—American Plan—Reasonable Rates ⎓*

W. F. ADAMS, Pres.

E. C. WRIGHT, Mgr.

R. E. SPAULDING, Ass't.

YOUR HOME

Is made more beautiful and attractive by the addition of lawns and shrubery.

We make a specialty of
**LAWN AND SHRUB
FERTILIZERS**

City delivery once a week right at
your door.

Call us for information

The Gulf Fertilizer Co.

Offices 36th St., South of E. Broadway

Phone Y 1667

Tampa, Fla.

Phone 4747

Phone 4747



Ambulance Service

B. MARION REED

FUNERAL DIRECTOR

Tampa and Tyler Streets



Phone 4747

Phone 4747

Telephone 4812

ROSAL'S RESTAURANT

Real Spanish Food

H. D. Rosal, Mgr.

310-12 Harrison St., Tampa, Fla.

Facts About Tampa

SOUTH FLORIDA FAIR

No more vivid proof of the great contrast between the winters in Florida and those in the north can be had than that of the South Florida Fair held in Tampa the first two weeks in February.

At this time, while winter holds undisputed sway in the north and the ground is frozen and covered with ice and snow, Florida's winter growing season is at its height and truck of all kinds, strawberries and citrus fruit make a display comparing favorably with the midsummer fairs of the middle western states.

From its small beginning in a few square yards of space in the courthouse yard, the fair has grown in a decade to proportions entitling it to use the term "exposition," ranking with the greatest in the country. More than a dozen immense buildings are needed to adequately house the dazzling array of exhibits which run the entire gamut of Florida resources and products. More than thirty South Florida counties were represented last year with elaborate exhibits of the products of their fields, groves, mines and factories; while individual displays made by boys' and girls' clubs, home demonstration groups and others were shown in endless array.

Coincident with the fair comes Tampa's Mardi Gras—the Gasparilla Carnival—when Jose Gasparilla and his pirate krewe sail down the Hillsborough river in a replica of an old Spanish galleon, demand the keys of the city and, when refused, sack it. Tampa falls before their onslaught and, at the command of Gasparilla, is given over to a week of unlimited revelry, before the pirate krewe departs for another year. The second day of the carnival King Gasparilla and his queen are crowned.

Gulf City Painting & Decorating Co.

Wall Paper and Paints of Every Description—Wholesale and Retail; Painters' Sundries, Dupont Duco. Telephone 3912, Tampa, Florida.

I. B. Miller, Manager


TITLE WORK OF EVERY
NATURE DONE BY

Guaranty Title Company

407 Twigg

Opposite Post Office Phone M 5501

Service on Abstracts, 24 to 48 hours

Our Trade Mark  *Your Assurance of Quality*

*Wishing You All a
Good Time*

Harry Wilderman, Pres.

Adam Katz & Co.
FAMILY OUTFITTERS

1430 7th Ave., Ybor City

1907—Over Nineteen Years Faithful Service To Home Furnishers — 1927

OUR BUSINESS IS GLORIFYING THE AMERICAN HOME



*Anybody Can Furnish a Home. To
Do It Properly You've Got To Know
How.*

We go a step further than the ordinary furniture store, we render you a complete home furnishing service and make no charge for it.

We try to live up to the duties of a real furniture store as we are told that the ideal furniture store has a definite obligation to serve the public in the development and maintenance of the greatest institution in life; the kingdom of the fireside and the saving grace of the home.

TRY TARR'S — THEY KNOW

TARR FURNITURE COMPANY, Inc.

INTERIOR DECORATORS AND FURNISHERS

Tampa St. at Twiggs

Phone 3643

Karl K. Eychaner Lusgan A. Roddy

EYCHANER & RODDY

OPTOMETRISTS

507 Franklin Street, Tampa, Florida

124 S. Orange Ave., Orlando, Florida

GREETINGS U. C. V.

LAFAYETTE BANK

Capital \$150,000

Surplus \$30,000

UNION TRANSFER & STORAGE CO.

FIRE PROOF WAREHOUSE

Twelfth and Whiting Sts.

Phone 2450

Columbia and Sonora Phonographs Pianos and Player Pianos GOURLIE MUSIC COMPANY

309 Zack Street.

Phone 4777

Facts About Tampa

AGRICULTURE

Hillsborough county, in which Tampa is located, is one of the best balanced counties in the state of Florida, according to "All Florida," the official publication of the state department of agriculture.

Located in the center of the citrus growing belt, its soil is also especially well adapted to the growing of staple crops and truck. There are 663,040 acres of land in the county of which 104,255 are in farms. Eighty-two per cent of the farms are managed by the owners and seven per cent by managers. Hillsborough has exceptionally good transportation facilities, both by land and water. Regular passenger and freight boats ply between Port Tampa and ports of the United States and many foreign countries. Trunk lines of both the Seaboard Air Line and the Atlantic Coast Line railroads give fast service to the north. Hard surface roads make all parts of the county easily accessible by motor.

The land ranges from level to hilly and rolling; the sand from light sandy, best for citrus, to heavy muck the best for truck. The rainfall averages 51 inches and falls for the most part between June and September. The climate is classed as subtropical, the mean temperature being 70.4 degrees. There is an eleven months growing season, the only winter being between January 8 and February 7.

The United States Department of Agriculture gives the following figures as the average returns per acre being received by the Hillsborough truck growers — strawberries, \$820; Irish potatoes, \$260; string beans, \$246; tomatoes, \$189; cabbage, \$188; and cucumbers, \$148.

LEITER'S JEWEL BOX
DIAMOND IMPORTERS
Opposite Tampa Theatre

"A Great Store for 38 Years
A Greater Store Today"

Steinberg's
1611 Seventh Ave.

HIGH GRADE WOMEN'S WEAR

PIECE GOODS, DRAPERIES
FASHION ACCESSORIES, FLORICIDA FROCKS
MODART AND C/B CORSETS
GOTHAM GOLD STRIPE HOSE
HAAS BROS. FINE SILKS
COURTEOUS SALES PEOPLE TO SERVE YOU

Greetings

LUCAS BROTHERS

Wholesale Grocers

Phones 2421 - 2781

STANDARD SCALE & FIXTURE CO. HOTEL AND RESTAURANT EQUIPMENT

A. L. Franklin, Pres.
112-14-16 Tampa St. Cor. Washington
TAMPA



WORTH

For the Women Who Love Beautiful Clothes
516 Tampa Street

*Tampa's Finest Men's
and Boys' Store*

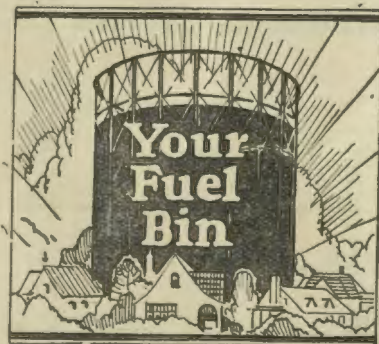
Welcomes You

MAAS

Clathier and Haberdasher, inc.



THE HOUSE OF KUPPENHEIMER
GOOD CLOTHES



DURING 1926
5,800,000 Feet of Gas
PRODUCED
AND CONSUMED
IN TAMPA

During a 24-hour period

Welcome to All The Visiting Confederate Veterans

National Reunion — April 5, 6, and 7, 1927

Tampa—the Metropolis of Florida Greets You — and This Great
Tampa Public Utility Hope That You May Enjoy Your Visit Here.

The Tampa Gas Company

210 Madison St.
Corner of Tampa

Phone M 5555
Connecting All Offices

TAMPA, FLORIDA, APRIL 5, 6, 7, 8, 1927

Phone 3493



Marlboro Hotel

RATES REASONABLE

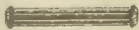
709 Tampa Street—Near Zack

F. Andorfer, Prop.



All Cars Stop Within Half Block
of Hotel

Established 1887 Incorporated 1926

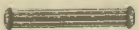


Beckwith & Whitaker, Inc.

REAL ESTATE

INSURANCE

FIRST MORTGAGE LOANS



First National Bank Building

Tampa, Florida

M. LEO ELLIOTT, INC.
ARCHITECTS & ENGINEERS
Tampa and St. Petersburg
Specializing In
Banks, Schools, Apartments, Hotels

Facts About Tampa

Tampa has 3,000 hotel rooms and 4,300 apartments of varying sizes.

Nearly 100,000 persons from other states and countries visit Tampa each year.

Tampa has 153 wholesale houses supplying a trade territory with one million inhabitants.

Tampa leads the world in the exportation of phosphate and the manufacture of high grade Havana cigars.

Tampa's 1926 tax roll shows a gain in valuation of city property of \$47,634.244 as compared with the previous year.

Tampa's physical school plant is valued at more than \$10,000,000. A \$6,000,000 county school building program is under way.

Four hundred and forty-four more babies were born in Tampa during 1926 than during 1925, and births this year exceeded deaths by 1,044.

Tampa ranks sixteenth among the ports of the United States from the standpoint of customs collections and twentieth from standpoint of port tonnage.

During the year Tampa carried on or completed improvements valued at more than \$9,000,000 and Hillsborough County expended nearly \$8,000,000 for bridges and highways.

Tampa's building permits for 1926 show an increase of approximately \$10,000,000 over 1924. During the year 2,106 new dwellings were built, 2,952 permits were issued for repair work, 3,419 for new business and industrial buildings, 80 new apartment buildings were constructed, 14 churches, two hospitals and 14 schools.

**GLENN'S BOOTTE
SHOPPE**

United Confederate Veterans

We Heartily Welcome You to

TAMPA



W.T. GRANT CO.
25¢ 50¢ and \$100 Department Stores
Known For Values?

903-5-7
Franklin St.

Tampa,
Florida

Herman D. Bornstein

Michelin Tires

LAKELAND

TAMPA

ST. PETERSBURG

Free Road Service

Our Compliments to the Heroes of the Sixties

Tampa Automobile Dealers Association

Merill V. Alders Company
Alsobrook-Overland Company
Beman Beckwith Company
G. Norman Baughman Company,
Auto Accessories
Ray B. Cralle Company
Dodd Motor Company
Fred Fariss Company
Ferman Motor Car Company
C. W. Greene Company,
Auto Accessories
Hare & Chase of Tampa,
Finance Company
Hulsey & Holtsinger
Hyde Park Motor Company
Joe B. Johnson Company

Moody & Wetherell Company,
Auto Accessories
Oakland-Tampa Company
Morris Plan Company,
Finance Company
Owen-Franklin Motor Company
Owen-Nicholas Company,
Auto Accessories
Smith-Chevrolet Company
South Florida Cadillac Company
Strickland & Wisdom
Tampa Hardware Company,
Auto Accessories
Tampa Motor Club
United Motor Company
Wholesale Auto Supply House,
Auto Accessories

Knight & Wall Company,
Auto Accessories

Adams Jewelry Company

611 Franklin
Tampa, Florida

Harris Clothing Company

Telephone 3274
Tampa Theatre Building
711 Franklin Street

Piggly Wiggly

Tampa

Facts About Tampa

Tampa's water is 100 per cent pure and free from mineral content.

Tampa is thirty hours from New York by rail and thirty-four hours from Chicago.

Tampa is located in the heart of the citrus belt and is the home of the Florida Citrus Exchange.

More than \$5,000,000 worth of fruits and vegetables are shipped out of the state by Hillsborough County.

Tampa has ample accommodation for visitors and certified rates are posted in the rooms of all first-class hotels.

Tampa has an annual industrial payroll of \$62,400,000; 25,580 wage earners; 577 industrial establishments, and 93 different lines of industry.

Tampa has had no bank failures. One new bank has been opened during the year. Annual reports show all banks to be in sound, flourishing condition.

All of Tampa's public utility companies show a decided increase for the year in number of consumers and all have made important additions to their respective plants.

Tampa has opened two new sky-scraper hotels and one ten story addition to a hotel during the past year. Tampa is the only city in the country which owns a large, tourist hotel. The Tampa Bay was bought by the city from the heirs of H. B. Plant.

Tampa has regular steamship lines connecting it with all important ports of the United States (Atlantic, Pacific and Gulf), with points in the state, to Cuba, to Honolulu, China, Japan, North Africa, Bremen, Hamburg, Naples, Venice and numerous other foreign ports.

Franklin Bank

Tampa

Compliments

Gulf and Southern Steamship Co.

Operating
First-Class Freight and
Passenger Service Between
Tampa, Florida and
New Orleans, La.

Pier Office:
Foot of Franklin St.

City Office:
Tampa Terrace Hotel

Phone M-5511

A. P. Shaw

C. H. Clayton

The Shaw-Clayton Stationery Co.

Booksellers and
Stationers

Office Supplies, Blank Books,
Filing Devices, Loose Leaf
Systems, Etc.

509 Franklin Street

Phone 4251

Tampa Morning Tribune

Florida's Best Newspaper

Welcome Veterans



Weidman Fisher & Company

CIGAR BOX MANUFACTURERS

TAMPA

FLORIDA

WELCOME "VETS"

Coarsey & Bowyer

Paige Cars

Tampa, Florida

M. M. Jetton, Pres. & Treas.

J. L. Hudnall, Vice-Pres. & Gen. Mgr.

George Broadhurst, Secretary



Jetton-Hudnall Lumber Co.

LUMBER AND MILLWORK



Telephone H 1577

No. Willow & Grand Central

WELCOME TO TAMPA

CUDAHY CO.

Facts About Tampa

EXPORTS AND IMPORTS

Tampa leads the world in the exportation of phosphate and during the past year there was a decided increase in the volume mined and shipped from this port, which is equipped with the world's most modern and fastest loading phosphate elevators. Tampa's three large commercial fertilizer manufacturing plants call for the importation of commodities which are combined with the Florida phosphate to form balanced plant foods.

From twelve to fifteen million feet of lumber and large quantities of naval stores were sent from Tampa last year to the countries of Central and South America and clothing, manufactured food stuffs, and household goods are also exported to these nations in large quantities.

The balance of Tampa's port commerce leans toward importing. During the past year imports approximating \$240,000,000 in value were brought in, as compared with \$110,090,000 in 1925. Oil from Mexico leads exports from the standpoint of bulk and value. During the past year 266 tank ships entered the port carrying 2,128,000 tons of oil valued at \$170,240,000. During 1924 there were 32,255 tons imported with a valuation at \$1,289,786, this was an increase in value of oil imported of approximately 120 per cent. Last year 50 per cent of the entire tonnage of the port was due to oil, 38 per cent to phosphate and 32 per cent to general cargo. In 1924 phosphate claimed 62 per cent, general cargo 20 per cent and but 18 per cent was left to oil. Tobacco from Cuba is the city's next most important import.

"WELCOME"

A. E. BERRY, D.D.

514 Florida Ave.

Tampa

**Owen Cotter
Jewelry Co.**



609 Franklin Street

Phone 4324

Lane Bros.

DISTRIBUTORS

Pasteurized Milk

and

**Dairy Maid Ice
Cream**

2301 Florida Avenue

Phone 4894 - 2173

THE ESTUARY

Tampa's Wholesale and Industrial Center

INTER-STATE INVESTMENT CO.

JAMES T. SWANN, Vice-President

314 Madison Street

Phone 2718

Welcome

CONFEDERATE VETERANS



Make Your Headquarters Here

LIGGETTS DRUG STORE

Compliments of

"THE HORSESHOE"

503 Franklin Street

Phone 4588

ADOLPH N. GOLDSTEIN

916 Franklin St., Near Tyler Street
Tampa, Fla.

Facts About Tampa

CIGAR INDUSTRY

Manufacture of high grade Havana cigars continues to lead Tampa's industries from the standpoint of number of employees, internal revenue receipts, capital invested and quantity of production.

Tampa is the location of the only made-in-bond factories in the United States and in the manufacture of high grade cigars has no rival in this or any other country, although, in comparison with the total number of cigars manufactured in the United States, the quantity is not so great.

The banner year in the cigar industry in Tampa was 1923 when production passed the half billion mark. Total number of cigars manufactured during 1926 is 456,547,262 as compared with 483,509,088 in 1925, the slight decrease being due to the United States law authorizing the shipment of cigars in small parcel post lots from Cuba.

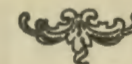
Tampa first became established as a cigar manufacturing center during the decade between 1880 and 1890, when labor troubles in Key West, then the leading cigar manufacturing city of America, made it necessary for manufacturers to seek protection for their product elsewhere. Because of its nearness to the Cuban tobacco fields, its equable year 'round climate, its proximity to the labor supply which was then largely Cuban workers, and its rail and port facilities, Tampa was selected as the logical city in which to locate. Tampans were anxious to have factories locate here, land was offered, concessions granted and real aid given all who could show their ability to finance and operate a factory.

F. T. BLOUNT CO.
MORTICIANS

409 Tyler Street Phone 2526
Tampa, Florida

WELCOME

SOLDIERS



**Tampa Sand and
Material Co.**

W. T. Farley, Inc.

Stores from Coast to Coast

**Fine Clothing For All
on Credit**

912 Franklin Street

Tampa, Fla.

Welcome
Veterans

Morgan Cigar Co.

We Welcome You



Manhattan Cafe

OPEN DAY AND NIGHT

Phone 4104

210 East Lafayette Street

THE NATION'S BEST MEANS
OF
SANITATION



"It Never Fails"

ANT — RAT — ROACH EXTERMINATOR

At All Stores

HILWID LABORATORIES

Welcome
Veterans



W. W. JONES

Latin-American Bank

Seventh Ave. and Fifteenth St.



Strength - Service - Courtesy



H. T. LYKES, President

J. L. DRANE, Vice-President

R. B. DIAZ, Cashier

MIKADO INN

C. Kosumi, Proprietor

CHINESE AND AMERICAN RESTAURANT

Cor. Sixth Ave. and Nebraska Aves.

Chop Suey

Telephone 4718

Tampa, Florida

*Our Compliments to the
Heroes of the Sixties*

Tampa Tire Dealers Association

ATLANTIC TIRE SERVICE

AUTOMOBILE TIRE CO.

GEORGE H. BRENT COMPANY

THE DIAZ GARAGE

FERNANDEZ & HENDERSON

GENERAL TIRE COMPANY

FRANK E. JAMES TIRE COMPANY

MYRICK TIRE COMPANY

OWEN-JOH TIRE COMPANY

PIONEER TIRE SERVICE

JOS. H. WALSH COMPANY

Booker & Co.

BUILDING
SUPPLIES

TAMPA, FLORIDA

Compliments

The Bentley Gray Dry Goods Co.

WHOLESALE

Tampa

Florida

Pietro C. Martino & Co.

Wholesale Dealers In

Grain, Feed, Flour and Hay

Main Office No. 1: 1113-1115 Third Ave.

Phone 3632

Branch No. 2: 1112-1114 Ninth Ave.

Phone 51-333



C. W. GREENE CO.

Automotive Equipment

Camper's Supplies

Fishing Tackle

502 Tampa Street

Phone 4638

Telephone 51-262

9th Ave., Corner 14th St.

El Pasaje Restaurant

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